



## News from the Tobacco Prevention and Control Program

### Tobacco prevention legend retires

Astrid Berg retired July 1 after 14 years as executive director of the American Lung Association of Washington. She is succeeded by Marina Cofer-Wildsmith, who formerly was the organization's director of communications and marketing.

Berg, who joined the organization in 1980, played a key role in numerous anti-tobacco efforts, including the passage of Initiative 773 to raise the price of cigarettes, and the allocation of Washington State's initial \$300 million payment from the Master Settlement Agreement with tobacco companies to fund tobacco prevention and health care.

Immediately following her retirement, Berg left on a coast-to-coast fundraising bicycle tour. The "Big Ride" includes 29 riders and has raised \$109,000 for lung association programs. "She believes in the mission so much that even in retirement, she is pedaling to assure lung health for the people of Washington," Cofer-Wildsmith said.



Cofer-Wildsmith, who joined the Washington organization four years ago after seven years with the lung association in southern Missouri, cites mobilizing grassroots support for smoke-free workplace legislation as an initial priority. She also will continue some of the activities of her predecessor: Cofer-Wildsmith will field a team in the Trek Tri-Island fundraising bicycle tour this September. [Click here for more information on the Trek Tri-Island event.](#)

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## **Cessation Forum**

About 30 representatives from county health departments, statewide associations, and other anti-tobacco organizations gathered June 18-19 for the first Cessation Forum, sponsored by the Tobacco Program, to help create a new strategic vision for statewide cessation efforts.

Participants at the forum, held at Trinity Lutheran College in Issaquah, heard from national, state, and local experts about the challenges of getting people to quit tobacco, national trends in the private and public sectors, and upcoming federal initiatives.



Forum participants identified seven critical areas – policy, training, quit line, data and evaluation, communication, intensive cessation, and building relationships – and looked at the roles of both the state- and county-level programs. The group will meet again in August to complete the visioning process.

[View further results from the forum and a list of participants.](#) [View more photos.](#)

For more information, contact Tamatha Thomas-Haase at 360-236-3722 or [tamatha.thomas-haase@doh.wa.gov](mailto:tamatha.thomas-haase@doh.wa.gov).

## **Tobacco-free prisons**

The Tobacco Program, Tobacco Prevention Resource Center, and select contractors are assisting the state Department of Corrections in its efforts to go tobacco-free by January 2004.

The partners will identify an appropriate tobacco cessation group curriculum for use with employees, then identify and train group facilitators from within the department's 15 sites to run ongoing cessation groups. Facilitators will be recruited by the department's occupational health nurses in its five regions and will be trained to begin groups by the end of September. A parallel process will identify an appropriate existing curriculum or an inmate-specific cessation curriculum for use with prisoners. Groups for inmates are scheduled to begin in November.

The Tobacco Program will provide all necessary curriculum materials and pay the costs for regional facilitator trainings.

For more information, contact Tamatha Thomas-Haase at 360-236-3722 or [tamatha.thomas-haase@doh.wa.gov](mailto:tamatha.thomas-haase@doh.wa.gov).

### **State health plan wins national award**

A health plan for state employees has received a national award for its efforts to curb tobacco use. The Uniform Medical Plan's tobacco-cessation program was singled out by American Association of Health Plans at its 2003 Institute and Display Forum in Washington, D.C.

The state's effort, which began in 2001, consists of a single postcard announcing a limited-time offer in which enrollees may sign up for the smoking-cessation program free of charge – the usual \$17.50 co-payment is waived for those taking advantage of the offer. During the two months of the initial offer in 2001, enrollments jumped from 270 to 341, compared to an increase from 10 to 31 in the same months the previous year.

Follow-up surveys conducted by Group Health Cooperative indicate that of 919 participants who completed the program by the end of January 2003, 28.8 percent reported no tobacco use for seven days or longer and another 35.2 percent said they were in the process of quitting.

### **Visit the quit line call center**

July and August are ideal times for Tobacco Program contractors to visit the Washington Tobacco Quit Line in Tukwila to see the call center in action and meet quit line staff. Visiting is the best way to learn how the service works and experience what the process is like for callers. Visits must be scheduled two weeks in advance.

For more information or to schedule a visit, call Rachel Grossman at 206-988-7925 or [grossman.r@ghc.org](mailto:grossman.r@ghc.org).

### **New hours for the quit line**

Operating hours for the Washington State Tobacco Quit Line, 877-270-STOP, were expanded July 1. The new hours are:

- Monday-Thursday, 5 a.m.-9 p.m.
- Friday, 5 a.m.-7 p.m.
- Saturday-Sunday, 6 a.m.-5 p.m.

After-hours callers will have the option of leaving a message or listening to recorded messages about quitting tobacco.

### **Secondhand Smoke Community Assistance Project**

The Tobacco Program recently completed the Secondhand Smoke Community Assistance Project Comprehensive Plan, which outlines project goals and activities for the coming year.

The overall goal of the project is to coordinate secondhand smoke efforts statewide to maximize information and resource sharing, share successes and challenges, and move the state toward the reduction and elimination of exposure to secondhand smoke.

Specific activities include collecting and disseminating a variety of secondhand smoke information and providing community-level support in policy and policy education, media advocacy, working with business owners, and planning for diverse audiences. Policy and enforcement activities include training, and development of a Web-based resource site of policies, policy development, and implementation tools.

The plan is available to Tobacco Program contractors online at the CATALYST Web site (select “Utilities” then “Contractor Resources” then “Other Resources”). For more information or a hard copy of the plan, contact Tom Wiedemann at 360-236-3643 or [tom.wiedemann@doh.wa.gov](mailto:tom.wiedemann@doh.wa.gov).

### **World No Tobacco Day activities**

Many anti-tobacco groups across Washington celebrated World No Tobacco Day on May 31 with special activities or displays. World No Tobacco Day, sponsored by the World Health Organization, highlights the international impact of tobacco and promotes tobacco-free environments. This year’s theme was “fashion and films,” and included a call for those industries to stop glamorizing, advertising, and publicizing tobacco.



### **Untold II: The reality behind secondhand smoke**

Youth from five counties learned the truth about secondhand smoke and created media messages they can use in their communities at the “Untold II: The reality behind secondhand smoke” summit on May 31.

Jim Harrington, a health educator from the Marquette County Health Department in Michigan, was the keynote speaker at the event, held at Swinomish Tribal Community Center in Snohomish County.



Harrington developed a youth-led coalition to encourage and recognize smoke-free environments in his county, and led a successful campaign to make Marquette the first city in Michigan with a 100 percent smoke-free workplace and public place ordinance.

Event sponsors included Snohomish Health District, Affiliated Health Services, American Cancer Society, American Lung Association of Washington, Island County Health Department, Lummi Indian Business Council, Educational Service District 189, San Juan County Health Department, Swinomish Tribal Community, Upper Skagit Indian Tribes, and Whatcom County Health and Human Services. [Visit event Web site.](#) [View event photos.](#)

### 600 attend Spokane's Night Grind

On May 31, more than 600 people attended the second annual *Night Grind*, a tobacco-free skateboarding event that promotes tobacco prevention awareness among youth and connects them with cessation services in the Spokane area. Three hundred event T-shirts were distributed and more than 250 tobacco-free pledges were collected.

The regional professional skating team Manik performed, interacted with area skaters, and delivered a positive, tobacco-free message. Local and regional bands performed throughout the event.



Spokane Regional Health District's Tobacco Free Sports Program, Spokane Teens Against Tobacco, and The Local Planet sponsored the event, which celebrated World No Tobacco Day. [View event photos.](#)

### Other World No Tobacco Day activities

- The **Adams County** Smoking Prevention and Reduction Coalition, the county's tobacco prevention program, and other partners made a presentation in front of the courthouse; created a display that included tobacco-free pledges from school children; and decorated and displayed a motor scooter with tobacco prevention messages.
- Students Helping Others Understand Tobacco, a youth coalition from **Benton-Franklin counties**, conducted a sit-in at the Denny's restaurant in Kennewick. Youth filled the smoking section of the restaurant, making it temporarily smoke-free.
- Ridgefield School District middle school students in **Clark County** gave 1,000 suckers stamped with the Tobacco Quit Line telephone number and quit invitations to smokers in their lives. Educational Service District 112 coordinated the development of a radio public service announcement by Camas Skyridge Middle School students that aired on two Portland radio stations. [Listen to these public service announcements.](#)
- Schools in **Clark, Cowlitz, Klickitat and Skamania counties** hosted an anti-tobacco presentation written by Educational Service District 112's media literacy team and produced by a local theater company. A videotape was made for use by schools that couldn't schedule a live presentation.



- In **King County**, the Kent Police Department, Washington State TeenLine, Foster High School T.A.T.U., Seattle Public School District, and Public Health Seattle and King County teamed up to host a tobacco-free event at Miller Community Center. Activities included a tobacco-free fashion show, movies, dancing, a coffee house, and resource fair.
- **Kitsap County Health Department** gave free turkey sandwiches to the first 100 quitters at Olympic College, and anti-tobacco presentations were made throughout the day.
- Skyline Elementary in **Pierce County** recognized participants in the Tar Wars poster contest at an assembly, and students, parents, and teachers learned about the tobacco prevention activities of fourth- and fifth-graders.
- Mr. Ciggy Butts waved signs at cars in Wellpinit in **Stevens County** to promote World No Tobacco Day.
- **Walla Walla County** hosted a Battle of the Bands, where bands had to give a tobacco-free message to be eligible for the battle. Tobacco prevention giveaways, pizza, and pop were available free to people who attended the battle.

### **Media Network E bulletin updates**

- Americans for Nonsmoker's Rights has updated many of the fact sheets included in the organization's Clean Indoor Air Resource Binder. The updated fact sheets include "Recipes for a Smokefree Society," "What to Expect from the Tobacco Industry," and "Engaging the Latino/Hispanic Community in Smokefree Indoor Air Campaigns." The fact sheets are available on the organization's Web site, [www.no-smoke.org](http://www.no-smoke.org).
- American Legacy Foundation is accepting nominations for the "Sybil G. Jacobs Award for Outstanding Use of Tobacco Industry Documents" and the "Christine O. Gregoire Youth/Young Adult Award for Outstanding Use of Tobacco Industry Documents." The awards will reward researchers, policymakers, and activists who have used tobacco industry documents to benefit the public. [Nominations can be made online](#). For more information, email [awards@americanlegacy.org](mailto:awards@americanlegacy.org).

### **Western states tobacco program evaluators meet**

A first-ever summit last month convened by the Washington and Oregon state tobacco programs provided an opportunity for tobacco program evaluation teams from 10 states to share challenges and learning experiences, and to identify strategies for multi-state collaboration in tobacco program evaluation. The meeting was also a step toward the creation of a network to share research and identify common trends among state tobacco programs.

Attending the gathering in SeaTac were evaluators from Washington, Oregon, Alaska, Idaho, California, Hawaii, Nevada, Arizona, New Mexico, and Utah, as well as a representative from the Center for Disease Control's Office on Smoking and Health Epidemiology branch. The group will continue to meet informally about twice a year.

For more information, contact Julia Dilley at 360-236-3632 or [julia.dilley@doh.wa.gov](mailto:julia.dilley@doh.wa.gov).

### **Smoke-free parks**

Three more cities have made steps toward providing more smoke-free spaces. The Ridgefield City Council agreed to have 'voluntary smoke-free tobacco zone' signs installed in three parks after working with the local youth anti-tobacco coalition, BREATHE. The signs, which were unveiled May 31, state that secondhand smoke hurts kids and includes the Washington Tobacco Quit Line number. The council also banned smoking in the local skate park. The BREATHE youth are meeting with four other city councils to post the signs in other parks. [Read the news release.](#) [View more photos from Ridgefield's smoke-free parks.](#)



The Spokane Parks and Recreation Department, encouraged by the Spokane Health District and the Tobacco Free Spokane Coalition, launched a six-month program to designate smoke-free zones in most city parks. While officials will not enforce these zones, "smoke-free" signs will remind smokers to be conscientious about where they smoke and give non-smokers something to refer to when asking smokers to stop smoking. The Spokane Health District will evaluate the success of the pilot program. [Read article in The Spokesman-Review.](#)

The City of Olympia has decided on a similar approach in dealing with smoking at parks. After a local citizen collected more than 200 signatures requesting smoke-free parks, the city council decided to install signs around play areas in all city parks asking people not to smoke. Tobacco Free Thurston County will be conducting an educational campaign in conjunction with city efforts to raise awareness about secondhand smoke. [Read article in The Olympian.](#)

### **Alcohol and substance abuse institute**

The Washington Department of Social and Health Services, Division of Alcohol and Substance Abuse is hosting a three-day Treatment Institute for chemical dependency professionals July 28-30 at Seattle Pacific University. The institute will provide instruction in treatment outcomes, motivational interviewing, tobacco cessation, and other treatment topics. Participants can earn up to 24 chemical dependency continuing education credits.

For more information, call 360-438-8200 or 877-301-4557. To obtain a brochure and registration form, contact Dixie Grunenfelder at [GruneDD@dshs.wa.gov](mailto:GruneDD@dshs.wa.gov).

### **Tobacco industry spending increases**

The Federal Trade Commission reports that the tobacco industry spent a total of \$11.22 billion on advertising and promotion in 2001, a 17 percent increase over 2000. To read the Federal Trade Commission Cigarette Report for 2001, go to [www.ftc.gov/os/2003/06/2001cigreport.pdf](http://www.ftc.gov/os/2003/06/2001cigreport.pdf).

### **Enhancement grants re-funded**

The Tobacco Prevention and Control Program recently reauthorized grants to community contractors to continue projects initially funded last year. The projects enhance ongoing or previous work in three priority areas: reducing tobacco-related health disparities, reducing exposure to secondhand smoke, and reducing tobacco use among 18- to 24-year-olds. Most of the projects involve community partners, including schools, tribes, and local non-profit organizations.

For more information, contact Terry Reid at 360-236-3665 or [terry.reid@doh.wa.gov](mailto:terry.reid@doh.wa.gov).

### **Web site updates**

The Tobacco Program Web pages are updated regularly, so look for new items. There are two additions this month:

- New information is available on the youth access portion of the tobacco Web site: an updated report on tobacco sales violations is posted along with information about the laws related to tobacco sampling. [Go to the youth access page.](#)
- The current media campaign images are available online for downloading. Visitors to the media section also can listen to radio ads and watch the TV commercials. [Visit the media page.](#)

### **New email address for data requests**

The Tobacco Program's assessment and evaluation section has a new address for data requests and evaluation questions: [tobacco.evaluation@doh.wa.gov](mailto:tobacco.evaluation@doh.wa.gov). When requesting information, contractors also should email their contract manager.

### **Online news and information**

The current issue of O2 magazine, produced by Teen Media Futures, is now available. [View O2 magazine.](#)

The latest issue of the Tobacco Free Press, produced by the Association of State and Territorial Health Officials, is now available. [View the Tobacco Free Press.](#)

Registration is now open for the 2003 National Conference on Tobacco or Health, Dec. 10-12 in Boston. For more information, visit the [conference Web site](#).



### **Submissions for future newsletters**

Submissions from Tobacco Program contractors and partners for inclusion in future newsletters are always welcome. Send information about projects, tobacco-related local news items, and other information to share with tobacco prevention colleagues to Wright Communications Inc. at [wright2@olywa.net](mailto:wright2@olywa.net) or 360-943-3642.

### **In the news**

[Surgeon General favors tobacco ban](#)

[American Medical Association to seek stronger tobacco warnings](#)

[World Health Organization adopts sweeping anti-tobacco treaty](#)

[Some students see sly pitch to teens in Salem cigarette ad](#)

[Study links smoking to poor adult memory](#)